PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Renee Simons **DATE:** December 6, 1996

FROM: Phyllis E. LaRusso PEL

SUBJECT: 1996 FINAL CORPORATE MAGAZINE SCHEDULE & 1997 CORPORATE MAGAZINE SCHEDULE RECOMMENDATION

Attached is the final 1996 Corporate Magazine Schedule and the 1997 Corporate Magazine Schedule recommendation.

1996 RECAP

The 1996 Corporate Magazine schedule final spending is $429,468 vs. original budget of $500,000. Though the 1996 budget was increased from $400,000 in 1995 to $500,000 in 1996 to fund opportunistic buys, the plan came in under budget.

1997 RECOMMENDATION

The 1997 Corporate Magazine schedule assumes the same budget of $500,000 with the current recommendation coming in slightly under at $459,910.

The 1997 schedule has been revised to reflect the following:

• Deletion of Avenue magazine. This publication which reaches affluent, upscale neighborhoods in the major metropolitan market was dropped from the 1997 schedule to fund the addition of The Weekly Standard which is more appropriate for our advertising.

• Added a new political publication, The Weekly Standard. This publication is owned by Rupert Murdoch and speaks directly to the nation's opinion leaders. It is published 52 times per year and has a total circulation of 70,000. We are recommending adding four back covers to the schedule at a total cost of $22,260.

• Added an incremental back cover in the American Spectator for $9,235 to earn an additional bonus back cover in the January, 1998 issue. Total number of insertions is now increased to 7 from 5 (we are only paying for 6 insertions).

Attached for your review are copies of the 1996 Final Corporate Schedule and 1997 recommendation. Please provide your approval so that I may proceed with ordering space. I have already scheduled Marlboro for the February third cover position in Harper's magazine which closed today. The next closing date is December 20th for Opera News and Louisville magazines.

In addition, I have also attached a chart detailing frequency, circulation, median age, page cost & CPM and editorial focus for each publication recommended.

/Attachments

cc: G. Golub (LB)
B. Harmon (LB)
R. Schneider

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Source: https://www.industrydocuments.ucsf.edu/docs/qymm0004

RECOMMENDED 1996 CORPORATE MAGAZINE MEDIA PLAN

Magazine	# Insertns	# Pages	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan-97	TOTAL
American Heritage *8x year/Circ 310,000* Position $ Space Closing Date Materials Closing Date	2	2				Mari P4CB $12,433 Mar 1 Mar 8				Merit PG $12,540 Jul 1 Jul 8					$24,973
American Spectator *Monthly/Circ 225,000* Position $ Space Closing Date Materials Closing Date	5	5		B&H BC $9,235 Jan 9 Jan 16		Mari BC $9,235 Mar 12 Mar 19		Merit BC $9,235 May 7 May 14		B&H BC $9,235 Jul 9 Jul 16		Mari BC $9,235 Sep 10 Sep 17			$46,175
Avenue *11x year/Circ* Position $ Space Closing Date Materials Closing Date	1	1							B&H PG $14,249 Jun 22 Jul 5						$14,249
Harper's *Monthly/Circ 220,648* Position $ Space Closing Date Materials Closing Date	10	11	Mari 3C $13,724 Dec 8 Dec 8	B&H TOC $13,724 Jan 8 Jan 8	Merit 3C $13,724 Feb 8 Feb 8	Mari 3C $13,724 Mar 8 Mar 8	B&H BC $13,724 Apr 8 Apr 8	Merit 2CPI $27,179 May 8 May 8	Mari BC $13,724 Jun 10 Jun 10		B&H BC $13,724 Aug 8 Aug 8		Merit P4C $0 Oct 8 Oct 8	Merit 3C $0 Nov 8 Nov 8	$123,244
Kentucky Farmer *Monthly/Circ 20,700* Position $ Space Closing Date Materials Closing Date	2	2		B&H P4C $2,015 Feb 6 Feb 10									Mari P4C $2,015 Nov 3 Nov 7		$4,030
Louisville *Monthly/Circ 18,267* Position $ Space Closing Date Materials Closing Date	4	4	Mari BC $3,426 Dec 20 Dec 27			Mari BC $3,426 Mar 20 Mar 27		Merit BC $3,485 May 20 May 27			B&H BC $3,426 Aug 20 Aug 27				$13,762
National Review *Bi-weekly/Circ 265,000* Position $ Space Closing Date Materials Closing Date	6	6	Mari BC 2/12 $10,046 Jan 9 Jan 15		Merit BC 4/22 $10,046 Mar 18 Mar 25		B&H BC 6/3 $10,220 Apr 29 May 6	Merit BC 7/29 $10,220 Jun 24 Jul 1			Mari BC 10/28 $10,220 Sep 23 Sep 30		B&H BC 12/9 $10,046 Nov 4 Nov 11		$60,799

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RECOMMENDED 1996 CORPORATE MAGAZINE MEDIA PLAN

Magazine	# Insertns	# Pages	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan-97	TOTAL
New Republic	6	6													
Weekly/Circ 100,000			Marl		Merit	Marl				B&H	Merit	Marl			
Position			BC 2/19		BC 4/8	BC 5/27				BC 9/16	BC 10/21	BC 11/18			
$			$7,048		$7,048	$7,048				$7,048	$7,170	$7,048			$42,411
Space Closing Date			Jan 22		Mar 18	Apr 27				Aug 19	Sep 23	Oct 21			
Materials Closing Date			Jan 22		Mar 18	Apr 27				Aug 19	Sep 23	Oct 21			
Opera News	6	6													
17x year/Circ 120,000			Marl		Merit		B&H	Merit				Marl	Merit		
Position			BC 2/17		BC 4/13		BC	BC				BC	BC 12/21		
$			$6,453		$6,565		$6,453	$6,565				$6,453	$6,565		$39,055
Space Closing Date			Dec 15		Feb 14		Apr 3	May 8				Sep 11	Oct 9		
Materials Closing Date			Dec 22		Feb 21		Apr 10	May 15				Sep 18	Oct 16		
Stagebill*	2	2													
Monthly/Circ 500,000								B&H		B&H					
Position								BC		2C					
$								$28,229		$25,971					$54,200
Space Closing Date			Dec 20	Jan 20	Feb 21	Mar 21	Apr 20	May 20	Jun 20	Jul 20	Aug 19	Sep 20	Oct 20		
Materials Closing Date			Dec 30	Jan 28	Feb 28	Mar 30	Apr 29	May 30	Jun 30	Jul 29	Aug 30	Sep 30	Oct 28		
Tobacco Int'l	2	2													
Monthly/Circ 4,500									Marl			Marl			
Position									BC			BC			
$									$3,285			$3,285			$6,570
Space Closing Date									Jul 1			Oct 1			
Materials Closing Date									Jul 15			Oct 15			
TOTAL INSERTNS:	46	47	5	3	4	5	3	5	3	4	4	4	4	0	
TOTAL $			$40,697	$24,974	$37,383	$45,866	$30,397	$84,913	$31,257	$54,794	$34,539	$26,022	$18,626	$0	$429,468

* Stagebill in NY Carnegie Hall, Lincoln Center, Public Theater and NYC Ballet
Virginia Town & City has been dropped in 1996

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Corporate

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RECOMMENDED 1997 CORPORATE MAGAZINE MEDIA PLAN

Magazine	# Insertions	# Pages	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan-98	TOTAL
American Heritage	2	2													
8x year/Circ 310,000															
Position						PG				PG					
$						$13,167				$13,167					$26,334
Space Closing Date						Feb. 28				Jul 1					
Materials Closing Date						Mar 7				Jul 8					
American Spectator**	7	7													
Monthly/Circ 225,000														BC	
Position				BC		BC		BC		BC		BC	BC	(Bonus)	
$				$9,235		$9,235		$9,235		$9,235		$9,235	$9,235	$0	$55,410
Space Closing Date				Jan 7		Mar 7		May 7		Jul 7		Sep 7	Sep 7	Sep 7	
Materials Closing Date				Jan 14		Mar 14		May 14		Jul 14		Sep 14	Sep 14	Sep 14	
Harper's	10	11													
Monthly/Circ 220,648			Mar1												
Position			3C	TOC	3C	3C	BC	2CP1	BC		BC		P4C	3C	
$			$14,135	$14,135	$14,135	$14,135	$14,135	$27,995	$14,135		$14,135		$0	$0	$126,940
Space Closing Date			Dec 6	Jan 8	Feb 7	Mar 7	Apr 8	May 8	Jun 6		Aug 8		Oct 8	Nov 8	
Materials Closing Date			Dec 6	Jan 8	Feb 7	Mar 7	Apr 8	May 8	Jun 6		Aug 8		Oct 8'	Nov 8	
Kentucky Farmer	2	2													
Monthly/Circ 20,700															
Position				P4C									P4C		
$				$2,015									$2,015		$4,030
Space Closing Date				Feb 5									Nov 3		
Materials Closing Date				Feb 6									Nov 7		
Louisville	4	4													
Monthly/Circ 18,267															
Position			BC			BC		BC			BC				
$			$3,485			$3,485		$3,485			$3,485				$13,940
Space Closing Date			Dec 20			Mar 20		May 20			Aug 20				
Materials Closing Date			Dec 27			Mar 27		May 27			Aug 27				
National Review	6	6													
Bi-weekly/Circ 265,000															
Position			BC 2/10		BC 4/21		BC 6/2	BC 7/28			BC 10/27		BC 12/31		
$			$10,220		$10,220		$10,220	$10,220			$10,220		$10,220		$61,320
Space Closing Date			Jan 6		Mar 17		Apr 28	Jun 23			Sep 23		Nov 10		
Materials Closing Date			Jan 12		Mar 24		May 5	Jun 30			Sep 30		Nov 17		

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RECOMMENDED 1997 CORPORATE MAGAZINE MEDIA PLAN

Magazine	# Insertions	# Pages	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan-98	TOTAL
New Republic	6	6													
Weekly/Circ 100,000															
Position			BC 2/17		BC 4/14	BC 5/26				BC 9/15	BC 10/20	BC 11/17			
$			$7,530		$7,530	$7,530				$7,530	$7,530	$7,530			$45,180
Space Closing Date			Jan 20		Mar 17	Apr 28				Aug 18	Sep 22	Oct 20			
Materials Closing Date			Jan 20		Mar 17	Apr 28				Aug 18	Sep 22	Oct 20			
Opera News	6	6													
17x year/Circ 120,000															
Position			BC 2/22		BC 4/19		BC	BC				BC	BC 12/20		
$			$6,565		$6,565		$6,565	$6,565				$6,565	$6,565		$39,390
Space Closing Date			Dec 20		Feb 18		Apr 7	May 2				Aug 29	Oct 22		
Materials Closing Date			Jan 27		Feb 25		Apr 14	May 9				Sep 5	Oct 29		
Stagebill*	2	2													
Monthly/Circ 500,000															
Position								BC		2C					
$								$30,487		$28,049					$58,536
Space Closing Date			Dec 20	Jan 20	Feb 21	Mar 21	Apr 20	May 15	Jun 20	Jul 15	Aug 19	Sep 20	Oct 20		
Materials Closing Date			Dec 30	Jan 28	Feb 28	Mar 30	Apr 29	May 30	Jun 30	Jul 28	Aug 30	Sep 30	Oct 28		
Tobacco Int'l	2	2													
Monthly/Circ 4,500															
Position									BC			BC			
$									$3,285			$3,285			$6,570
Space Closing Date									Jul 1			Oct 1			
Materials Closing Date									Jul 15			Oct 15			
Weekly Standard	4	4													
Weekly/Circ 70,000															
Position			BC 2/17				BC 6/23			BC 9/22		BC 11/24			
$			$5,565				$5,565			$5,565		$5,565			$22,260
Space Closing Date			Feb 3				Jun 9			Sep 8		Nov 10			
Materials Closing Date			Feb 3				Jun 9			Sep 8		Nov 10			
TOTAL INSERTIONS:	51	52	6	3	4	5	4	6	2	5	4	5	5	2	
TOTAL $			$47,500	$25,385	$38,450	$47,552	$36,485	$87,987	$17,420	$63,546	$35,370	$32,180	$28,035	$0	$459,910

* Stagebill in NY: Carnegie Hall, Lincoln Center, Public Theater and NYC Ballet

** Incremental BC in American Spectator earns bonus BC in Jan 1998 issue 1997 plan includes additional BCs (total insertions is now 7 for 1997).

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1997 CORPORATE MAGAZINE ANALYSIS

PUBLICATION NAME	FREQUENCY	CIRCULATION	P-4-COLOR	CPM	MED. AGE (YRS)	EDITORIAL FOCUS
AMERICAN HERITAGE	8X/YEAR	310,000	$13,167	$42.47	44	RETROSPECITVES AND NEW INTERPRETATIONS OF DEFINING MOMENTS IN AMERICAN HISTORY.
AMERICAN SPECTATOR	MONTHLY	225,000	$9,235	$41.04	48	OPINIONATED, CONSERVATIVE MAGAZINE, SUPPORTER OF TOBACCO RIGHTS.
HARPERS	MONTHLY	220,648	$14,135	$64.25	44	GENERAL INTEREST TITLE SERVING THOUGH LEADERS. COVERS POLITICAL ECONOMIC AND SOCIAL ISSUES.
KENTUCKY FARMER	MONTHLY	20,700	$2,015	$95.95	N/A	TRADE BOOK FOR TOBACCO GROWERS.
LOUISVILLE	MONTHLY	18,267	$3,485	$193.61	50	CITY MAGAZINE FOR METRO. LOUISVILLE AREA. COVERS LOCAL AND REGIONAL TOPICS.
NATIONAL REVIEW	BI-WEEKLY	265,000	$10,220	$38.57	47	A CONSERVATIVE NEWS AND OPINION MAGAZINE. REPORTS ON POLITICS, CULTURE, BOOKS AND THE ARTS.
NEW REPUBLIC	WEEKLY	100,000	$7,530	$75.30	49	A JOURNAL OF OPINION WITH AN EMPHASIS ON POLITICS AND DOMESTIC AND INTERNATIONAL AFFAIRS.
OPERA NEWS	17X/YEAR	120,000	$6,565	$54.71	46	NEWS ABOUT THE WORLD OF OPERA. REPORTS IN WORDS AND PICTURES AND COMMENTS ON PRODUCTIONS AND PERFORMERS IN LEADING THEATRES.
STAGEBILL - NY (CARNEGIE HALL/LINCOLN CENTER)	MONTHLY	500,000	$28,049	$56.10	N/A	THEATRE AND ARTS PUBLICATION
TOBACCO INTERNATIONAL	MONTHLY	4,500	$3,285	$657.00	N/A	COVERS THE TOBACCO TRADE INSIDE OUT. COVERS POLITICAL ISSUES AND OTHER FORCES THAT HAVE EFFECTS ON THE MAREKT.
WEEKLY STANDARD	WEEKLY	70,000	$5,565	$79.50	58	OWNED BY RUPERT MURDOCH, SPEAKS DIRECTLY TO THE NATION'S OPINION LEADERS.

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